

City of Madison Park and Open Space Plan

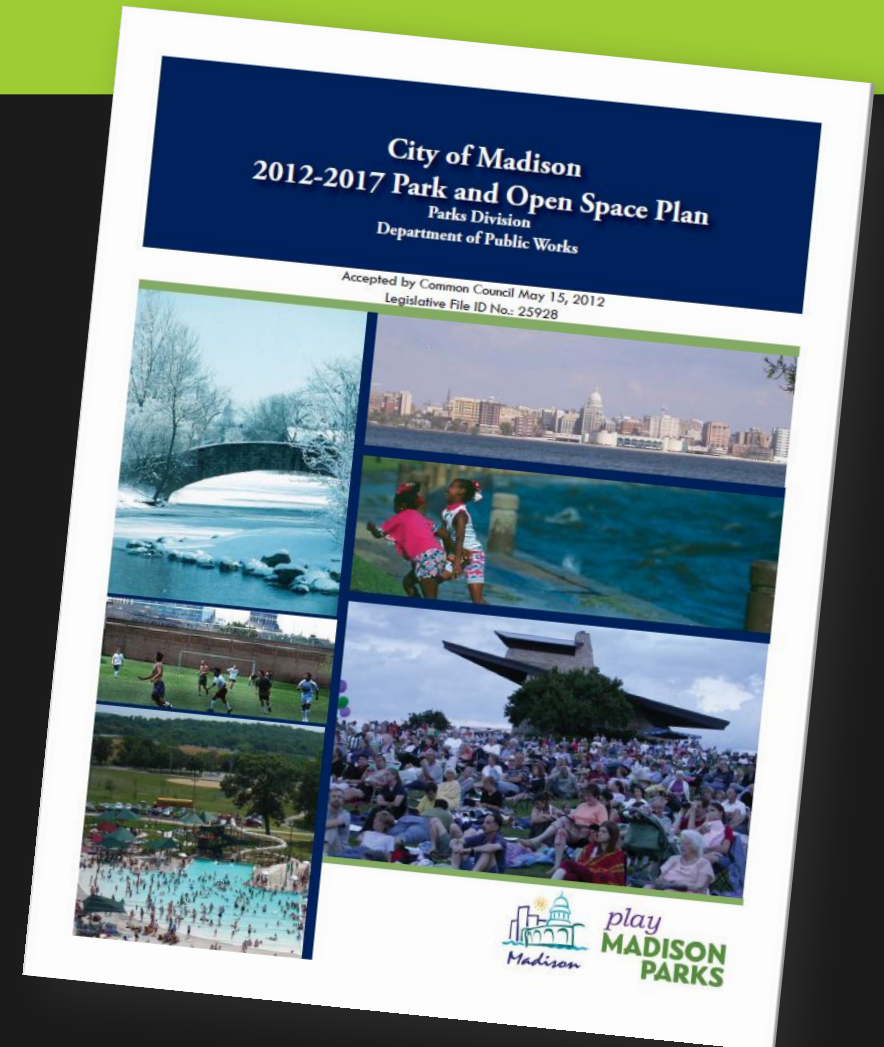


2018 – 2022 Update
Community Visioning Session

The City of Madison Park and Open Space Plan (POSP)

Guides the City of Madison, its citizens, and other governments and agencies in park-related decision-making.

Qualifies Madison for Federal and State aid programs.



Key Characteristics of the POSP

- + Evidence-based
 - › Public input, census data, park use records, GIS mapping and other databases
- + Subject to public review
 - › Adopted by the Board of Parks Commissioners and Common Council
- + Updated every five years
 - › Stays current with changing recreational trends, demographics and park needs.
 - › Integrates with other City plans, and county and statewide efforts.



2018-2022 Update Process

- + August 2016 – January 2017:
 - › Comment cards, field data collection, recreation league surveys
- + January – March:
 - › Community visioning sessions (5), community survey, community focus group discussions
- + March – April:
 - › Theme-focused workshops (3)
- + May – December:
 - › Update plan and present to city committees



Tonight's Goals

- + Introduce the plan and five-year update process
- + Provide a broad context
- + Learn about what you love, wonder, and wish would change
- + Hear about your values and vision for the future
- + Map and discuss park system issues and opportunities
- + Connect with each other and have fun!

Ground Rules

- + Ask clarifying questions as we go (e.g., explain a term or repeat a statement).
- + Save discussion questions for the end.
- + Step up / step back.
- + Speak from your own experience and only for yourself.
- + Be respectful of each others' time and perspectives.



Tell us about yourselves!

Clickers – Real Time Polling

- Push orange button to turn on
- When poll is opened, choose response with A-E buttons
- Display will show a “v” when your response is received
- You can change your answer until the poll closes



Troubleshooting:

- Display says “Closed” – Poll is closed
- Clicker isn’t working – Push power button to turn off; turn on again
- Clicker still isn’t working – push and hold power button for two seconds, then press A twice to reconnect to receiver.
- Clickers turn off after 10 minutes; Push power button to turn back on.



What is your age?

A: <18

B: 18-34 (Millennial)

C: 35-50 (Gen-X)

D: 51-69 (Baby Boomer)

E: 70-87 (Greatest)

**What is your
race/ethnicity?**

A: Asian

B: Black or African American

C: Hispanic or Latino

D: White

E: Other / multiple races

How long have
you lived in
Madison?

A: I just moved here!

B: 1-5 years

C: 6-10 years

D: 11-15 years

E: 16 + years

How often do you
use the City of
Madison park
system?

A: Daily

B: 3-5 times per week

C: Mostly on the weekends

D: 2-3 times per month

E: Rarely

What's your
favorite season?

A: Spring

B: Summer

C: Fall

D: Winter

E: I love all seasons!



2018-2022 Update Process

Who will influence this plan?

Vision, Mission, Goals, Objectives

- + Residents
- + City staff
- + City Parks Long Range Planning Sub Committee
- + City Park Commission
- + Common Council

Integration with the Comprehensive Plan

- + Madison's Comprehensive Plan is updated every 10 years
- + Developed with a 20-year vision in mind
- + Focusing on equity, health, sustainability and adaptability



Integration with the Dane County POSP

- + Also updated every 5 years
- + Looks at significant resources that should be protected, preserved or restored
- + Looks at countywide recreation needs and Dane County's role in providing adequate facilities



What IS covered by this planning process?

- + Community values
- + Demographic trends
- + Overarching vision and goals
- + Gaps in facilities
- + Recreational trends and priorities



What is NOT covered by this planning process?

- + Specific improvements to individual park plans or facilities (e.g., Warner Park Community Recreation Center)
- + Madison's bicycle and pedestrian system
- + Recreational programming (Madison School and Community Recreation)



How the POSP Guides Parkland Development

Key Elements of the Plan

- + Goals
- + Vision
- + Mission
- + Plan Recommendations



Vision

City of Madison Park and Open Space
Plan

// To provide the ideal system of parks, natural resources and recreational opportunities which will enhance the quality of life for everyone. //

Summary of 2012-2017 Goals

1. Provide **sufficient land** for current and future recreational uses.
2. Make parklands and facilities **accessible to users of all abilities**.
3. Preserve and enhance **significant natural and cultural resources**.
4. **Coordinate** with all units of government and education systems.
5. Meet the needs of existing and **changing demographics**.
6. Use all available resources to **fund and further enhance** the quality of the City's park system.
7. Fully **manage and staff** the park system.

Current Planning Context

But First, Trivia!

In what year will the Madison Park Commission celebrate its 100-year anniversary?

2018, 2025, 2032, 2049



But First, Trivia!

How many parks (including golf courses and cemeteries) are owned by the City of Madison?



226, 274, 292 or 381

But First, Trivia!

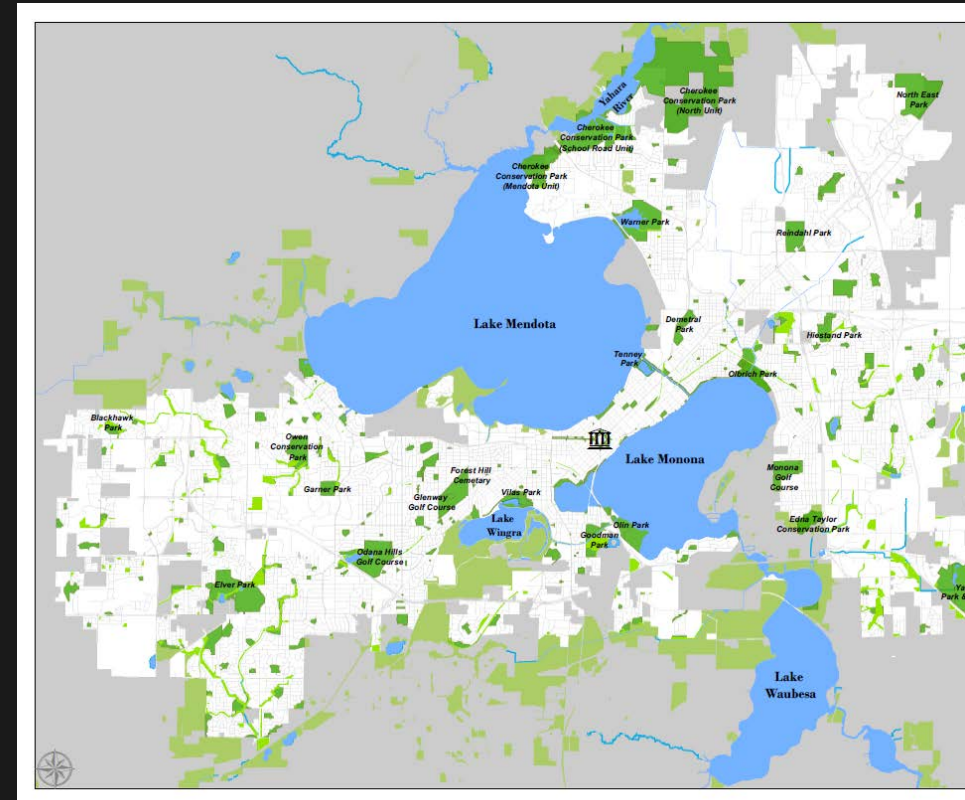
In which park was the first Shrek Fest held?

Demetral Park (2014)



Where We Are Today

- + 274 parks
 - › 5,500 total acres of parkland
 - › 1,700 acres of conservation parks
- + Recently ranked #10 in the Trust for Public Land's ParkScore Index



Facilities

- Baseball
- Basketball
- B-cycle Station
- Beach
- Boat Launch
- Boat Mooring
- Botanical Garden
- Canoe & Kayak Launch Sites
- Canoe & Kayak Rental
- Canoe & Kayak Storage
- Cricket
- Cross-Country Skiing
- Disc Golf
- Dog On-Leash Area
- Dog Off-Leash Park
- Fireplace
- Football
- Golf
- Hiking
- Historical Feature
- Horseshoe/Bocce
- Ice Skating
- Lacrosse
- Open Field
- Parking Lot
- Pickleball
- Picnic Shelter
- Playground
- Pool
- Recreation Center
- Restroom
- Scenic Overlook
- Shelter - Reservable
- Skate Park
- Slacklining
- Sledging
- Snowshoeing
- Soccer
- Softball
- Splash Park
- Tennis
- Ultimate Frisbee
- Volleyball

Population & Demographic Trends

Race and Ethnicity Trends for Madison⁴

2006 Total Population



2014 Total Population



2014 Population Under Age 18



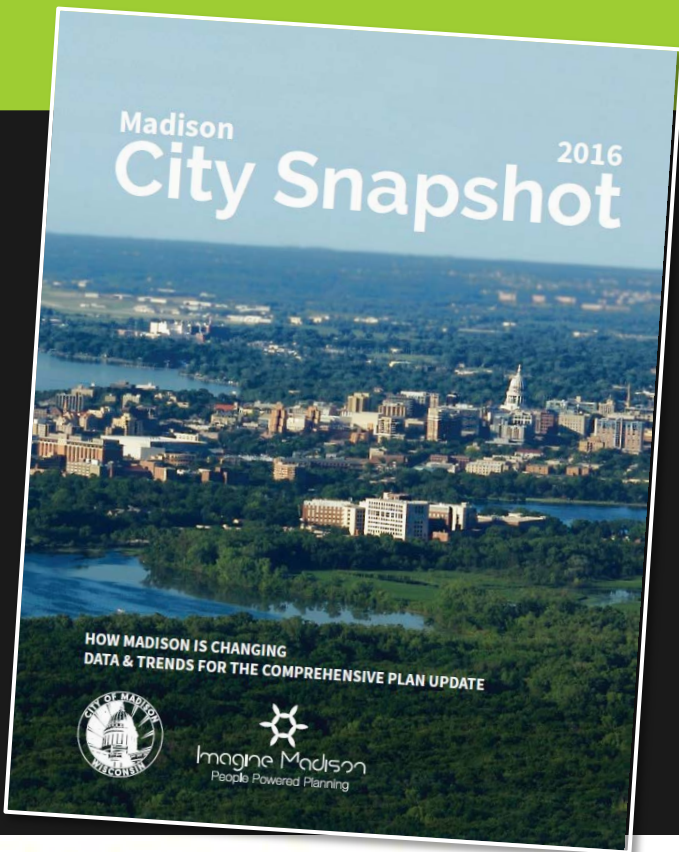
White Black Hispanic or Latino Asian Other

+ 70,000

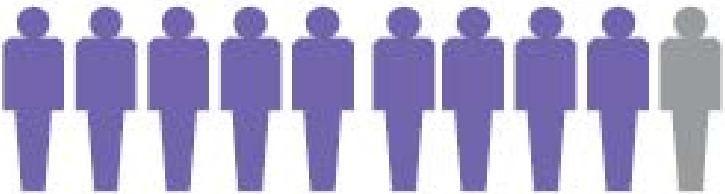
The number of new **residents** Madison is expected to add between 2015 and 2040

+ 40,000

The number of new **households** Madison is expected to add between 2015 and 2040



From 2007 to 2015, **9 out of 10** new Madison residents were renters¹⁰



Where and when will Madison grow in the future?

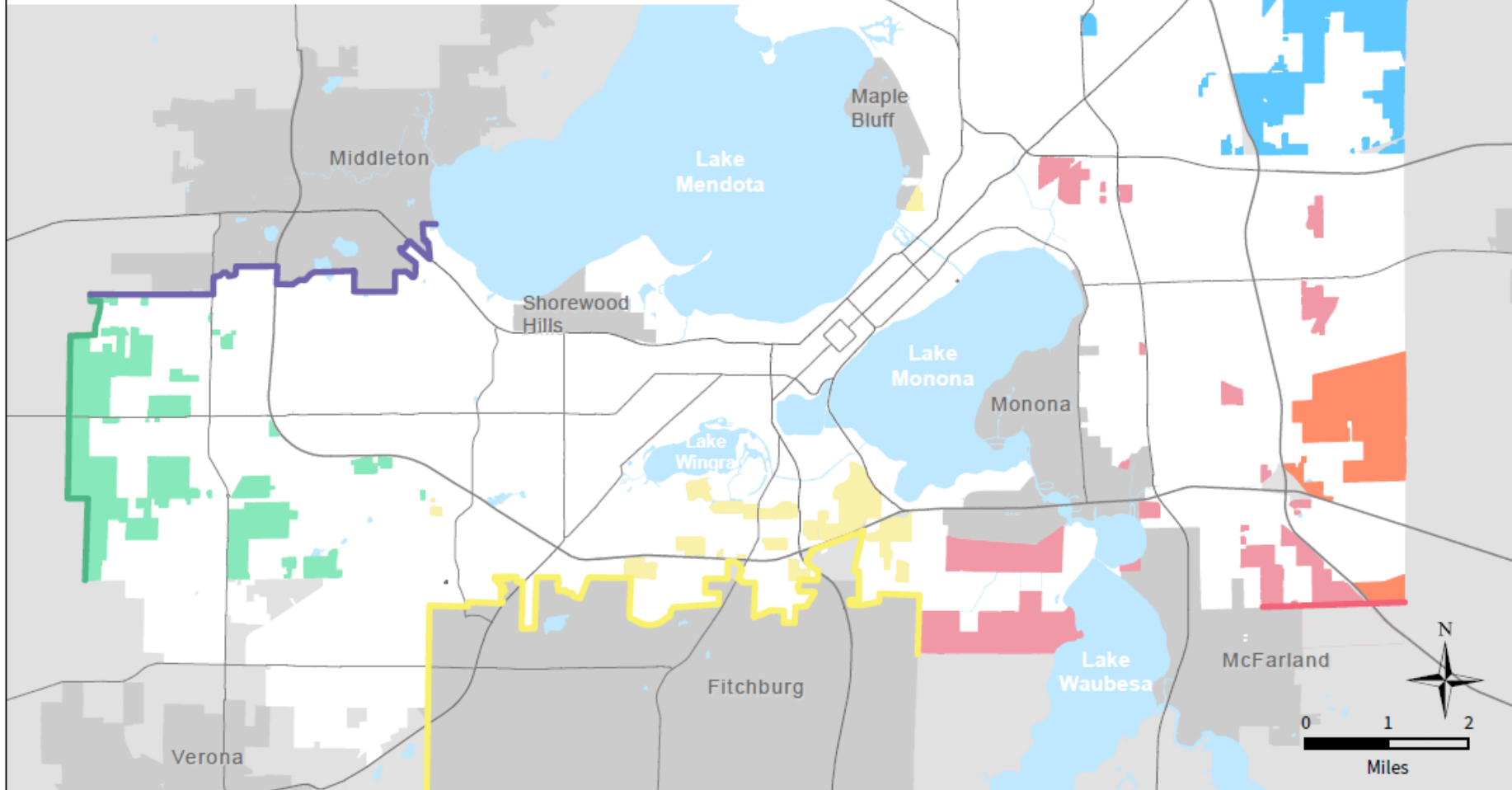
Final Boundary Agreement Lines

- City of Fitchburg
- Village of McFarland (2017)
- City of Middleton
- Town of Middleton (2042)
- City of Sun Prairie, Village of Deforest, Town of Burke (2036)

Future Parcels From:

- Town of Blooming Grove (2020)
- Town of Blooming Grove (2027)
- Town of Burke (2036)
- Town of Madison (2022)
- Town of Middleton (2042)

Data Source: City of Madison DPCED, Planning Division



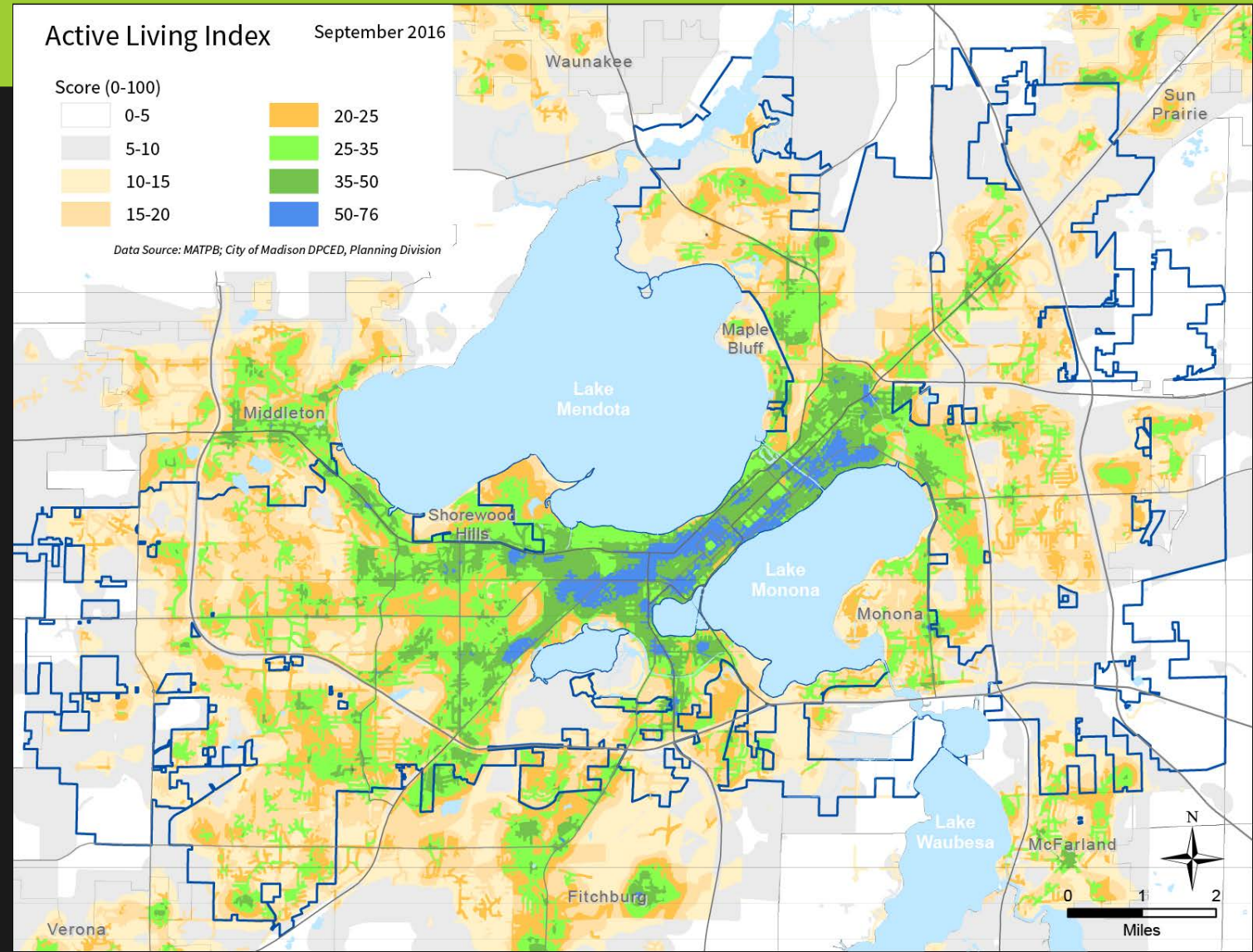
Access and Levels of Service

Access to Parks

Approximately **88%** of residential neighborhoods are within a quarter to a half mile of a mini or neighborhood park.



95% of residential neighborhoods are within the 2 mile service areas of community parks.



10. Playgrounds per 10,000 residents by city

2015

Park playgrounds do not include school playgrounds. If a city has more than one park agency, their playgrounds are combined.

CITY	PARK PLAYGROUNDS	PLAYGROUNDS PER 10,000 RESIDENTS
Madison	175	7.1
Cincinnati	152	5.1
Detroit	309	4.5
Pittsburgh	129	4.2
Corpus Christi	135	4.2
Omaha	188	4.2
Norfolk	103	4.2
Glendale	97	4.1
Virginia Beach	182	4.0
Sacramento	193	4.0
Greensboro	104	3.7
Boise	73	3.4
Jacksonville	285	3.3
Lincoln	89	3.3
Irving	75	3.2
Arlington, Virginia	73	3.2
Baltimore	200	3.2
St. Petersburg	78	3.1
Henderson	85	3.1
Colorado Springs	136	3.1
Atlanta	138	3.0
Bakersfield	111	3.0
Cleveland	117	3.0
Reno	70	3.0
Chula Vista	77	3.0
Baton Rouge	66	2.9
Albuquerque	160	2.9
Boston	186	2.8
Toledo	79	2.8
Tulsa	112	2.8
Anchorage	84	2.8
El Paso	187	2.8
Minneapolis	112	2.8
Milwaukee	162	2.7
Richmond	58	2.7
Irvine	66	2.7
St. Paul	78	2.6
San Jose	263	2.6
New Orleans	97	2.5
Plano	70	2.5
Lubbock	60	2.5
Louisville	185	2.4
St. Louis	75	2.4
Buffalo	61	2.4
Denver	156	2.3
Stockton	71	2.3
Fort Worth	187	2.3
Kansas City	107	2.3
Aurora	80	2.3
Durham	57	2.3

CITY	PARK PLAYGROUNDS	PLAYGROUNDS PER 10,000 RESIDENTS
Tampa	81	2.3
Seattle	150	2.2
Fort Wayne	57	2.2
Raleigh	95	2.2
Nashville	143	2.1
Chandler	54	2.1
Wichita	82	2.1
Portland	128	2.1
Lexington	64	2.1
Orlando	54	2.1
Chesapeake	48	2.1
Houston	451	2.0
New York	1,669	2.0
Tucson	103	2.0
North Las Vegas	45	1.9
Chicago	522	1.9
San Diego	259	1.9
Las Vegas	114	1.9
Winston-Salem	44	1.8
Oklahoma City	114	1.8
Columbus	152	1.8
Charlotte	183	1.8
Memphis	117	1.8
Oakland	73	1.8
Washington	111	1.7
Phoenix	256	1.7
Dallas	212	1.7
Philadelphia	256	1.6
Scottsdale	37	1.6
San Antonio	229	1.6
San Francisco	132	1.5
Indianapolis	127	1.5
Garland	35	1.5
Riverside	45	1.4
Mesa	64	1.4
Miami	59	1.4
Anaheim	47	1.4
Jersey City	35	1.3
Honolulu	46	1.3
Santa Ana	43	1.3
Arlington, Texas	49	1.3
Fresno	64	1.2
Long Beach	54	1.1
Austin	103	1.1
Los Angeles	433	1.1
Gilbert	20	0.8
Newark	22	0.8
Hialeah	12	0.5
Fremont	N.A.	
Laredo	N.A.	

Beaches per 100,000 residents

CITY	BEACHES	BEACHES PER 100,000 RESIDENTS
Madison	12	4.9
Virginia Beach	14	3.1
Minneapolis	12	2.9
Corpus Christi	7	2.2
St. Petersburg	5	2.0
Long Beach	9	1.9
San Diego	26	1.9
Boston	12	1.8
Seattle	9	1.3
Cleveland	5	1.3

Disc golf courses parks per 100,000 residents

CITY	DISC GOLF COURSES	COURSES PER 100,000 RESIDENTS
Tulsa	7	1.8
Durham	4	1.6
Charlotte	14	1.4
Lexington	4	1.3
Fort Wayne	3	1.2
Madison	3	1.2
Milwaukee	7	1.2
Bakersfield	4	1.1
Kansas City	5	1.1
Orlando	3	1.1

Source: The Trust for Public Land, "2016 City Park Facts"

Gaps in the Park System

Community Park
Deficiencies
Exhibit 5

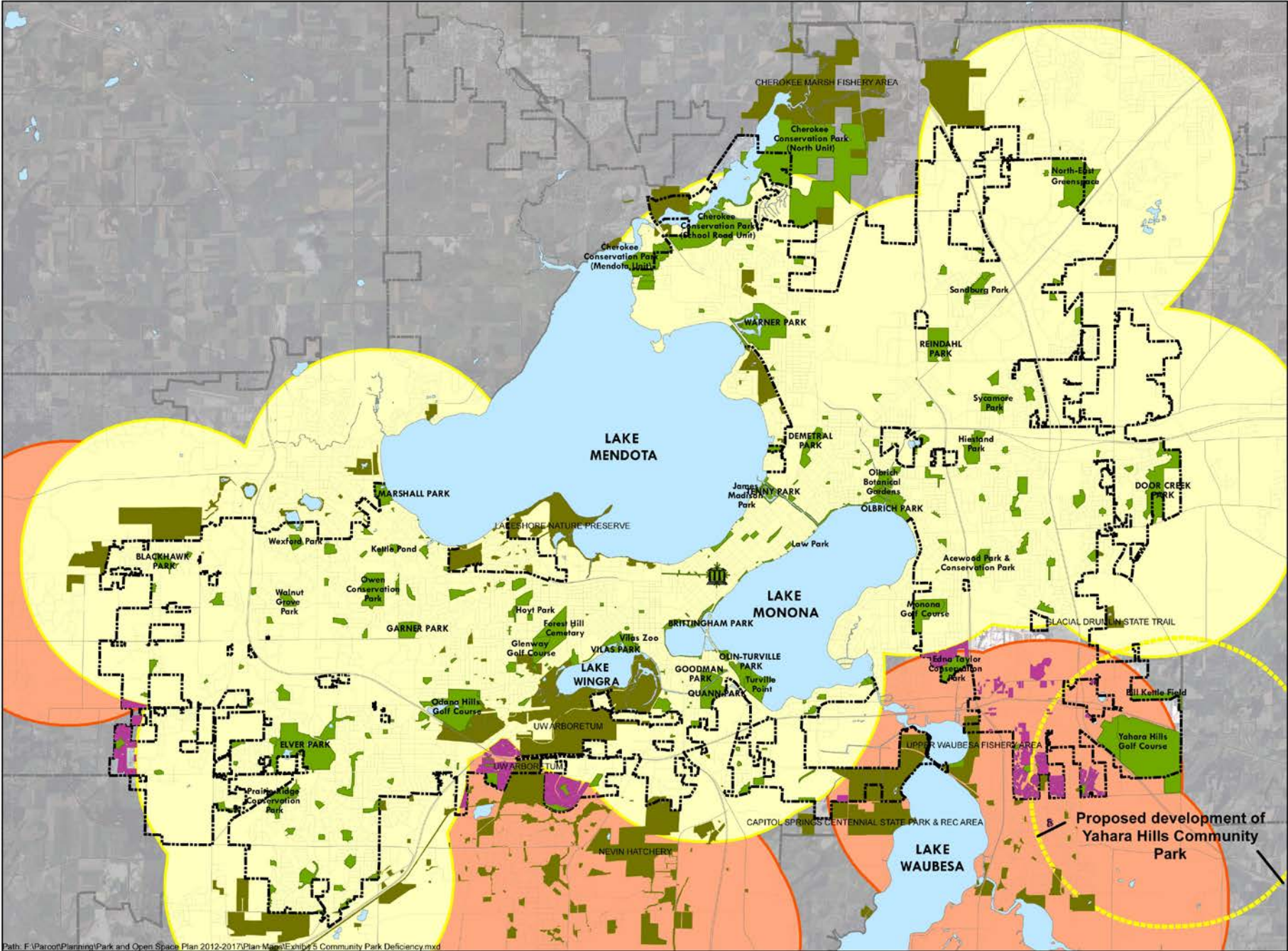
Legend

- City of Madison
Community
Park Deficiency
- Community Park 2 Mile Service Area
- City of Fitchburg,
Town of Middleton &
Village of McFarland
Community Parks
- City of Madison Parkland
- Other Parkland (Adjacent
Municipalities, Dane County,
University of Wisconsin, DNR, etc.)

Data Source:
Dane County Land Information Office
City of Madison Department of Engineering
City of Madison Department of Planning and Development



Date: 04/10/2012



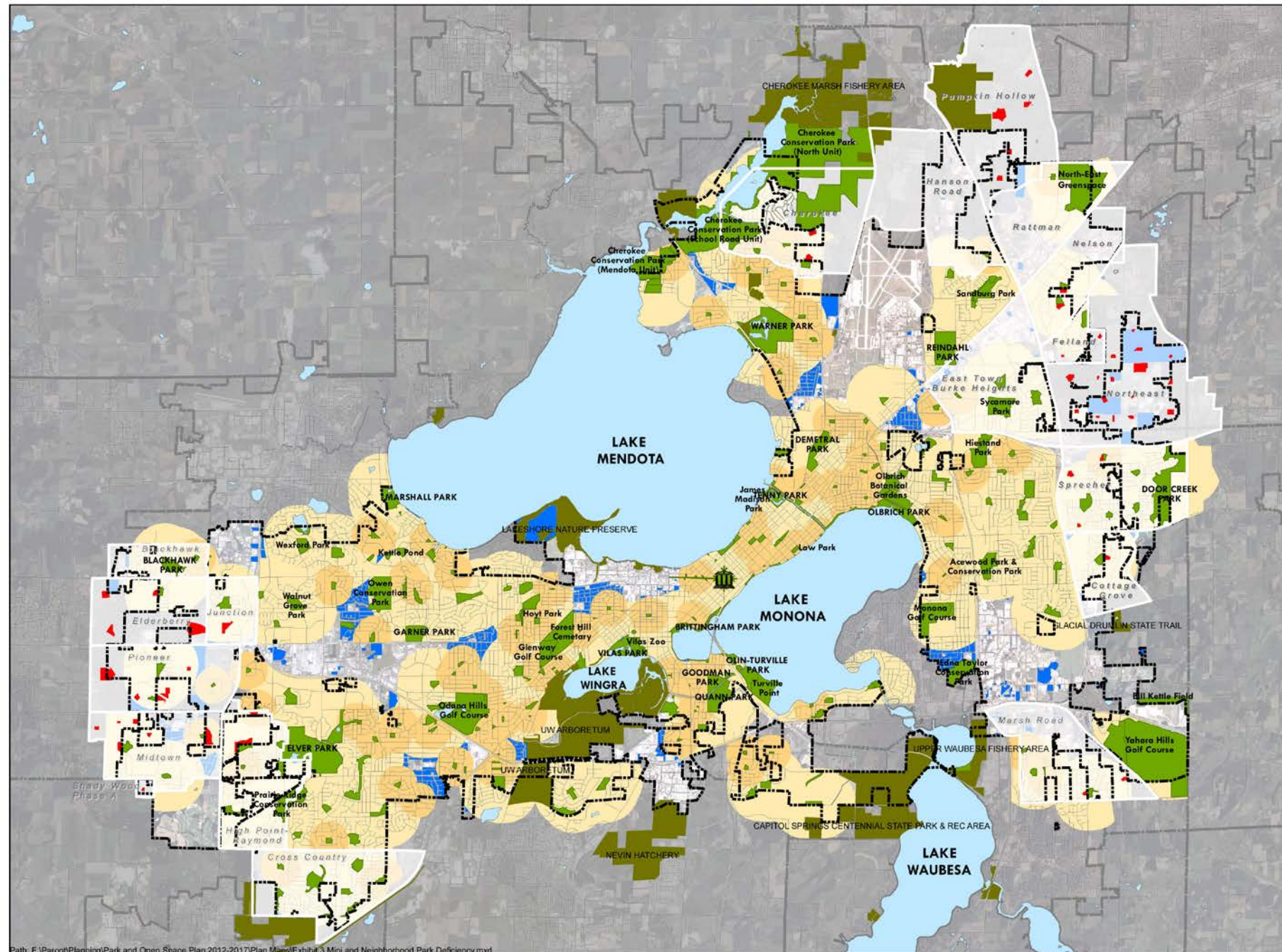
Legend

- Areas identified in Neighborhood Development Plans (NDP) and Special Area Plans (SAP) are indicated with white overlay and outline, and include their

Data Source:
Dane County Land Information Office
City of Madison Department of Engineering
City of Madison Department of Planning and Development



Date: 04/10/2012



Path: F:\Paroot\Planning\Park and Open Space Plan 2012-2017\Plan Maps\Exhibit 3 Mini and Neighborhood Park Deficiency.mxd

How Do We Want to Grow?

- + Equity
- + Health and wellness
- + Sustainability
- + Resiliency



Discussion Exercise #1: Brag, Worry, Wonder, Bet

5 x 5 x 5:

1. Work on your own for five minutes.
2. Share in small groups for 5 minutes.
3. Facilitators will randomly call on groups to share.

Discussion Exercise #2: Say it with a Headline!

What newspaper headline describing Madison's park system would you MOST like to see printed ten years from now?

1. Take 3 minutes to think and write on your own.
2. Take 5-10 minutes to share with your group members. ***Combine similar headlines.***
3. Report out to the large group and post your headline.

Discussion Exercise #3: Issues + Opportunities Mapping

Work Together to Identify:

Issues

- + What is missing from Madison's park system?
- + Where are there gaps? (facilities, activities)
- + What areas do you not enjoy or not know much about?
- + What or where are problem uses occurring?

Opportunities

- + What are the greatest strengths of our park system?
- + What gems must be invested in?
- + What or where are opportunities for our park system to contribute to equity, sustainability, health and resiliency?

Wrapping Up

Stay Involved!

- + Continue to share your feedback during this update process
- + Volunteer with Madison Parks
- + Join a "Friends of" organization
- + Participate in your neighborhood association



Upcoming Visioning Sessions

Community Visioning Session #2

5:30-8:00PM, February 6, 2017

Whitehorse Middle School –
Library Media Center

Community Visioning Session #3

5:30-8:00PM, February 13, 2017

The Village on Park – Atrium
Community Room

Community Visioning Session #4

5:30-8:00PM, March 1, 2017

Alicia Ashman Library

Community Visioning Session #5

5:30-8:00PM, March 23, 2017

Central Library –
Rooms 301 & 302

Stay Connected!

Park and Open Space Plan 2018-2022 Update:
www.cityofmadison.com/parks/projects/2018-2022-park-open-space-plan

Twitter: @playmadison

Facebook: Madison Parks,
@cityofmadisonparks

Project Contact:
Sarah Lerner
(608) 261-4281
slerner@cityofmadison.com





Don't forget to
return your
clicker to us!

Thank You!